

INFLUENCER MARKETING PLAN

Case company: Tommy Hilfiger Concept Store, Ideapark



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TIIVISTELMÄ

Tämän opinnäytteen tarkoituksena on tuottaa toimeksiantajalle, Tommy Hilfiger Concept Store Ideaparkille vaikuttajamarkkinoinnin suunnitelma. Vaikuttajamarkkinointi markkinointivälineenä on nykyaikainen ja suosittu keino kasvattaa yrityksen brändi- ja tuotenäkyvyyttä. Kyseiselle yritykselle vaikuttajamarkkinointi on uusi alue, johon kaivattiin tarkempaa tutkimusta kattaen sen hyödyt, haitat ja kustannukset. Opinnäytetyössä huomioitiin yrityksen realistiset tavoitteet, rajoitukset, mahdollisuudet sekä uhkatekijät, joiden pohjalta vaikuttajamarkkinoinnin suunnitelmasta saatiin toteutettua mahdollisimman realistinen.

Opinnäytetyö toteutettiin yhteistyössä vaikuttajamarkkinoinnin suunnittelutoimisto Indieplace OY:n kanssa. Yhteistyön avulla opinnäytetyössä käytetyt teoriat, väittämät ja data varmennettiin todenmukaisiksi sekä ajankohtaisiksi ja siten suunnitelmasta saatiin laadittua mahdollisimman realistinen.

Opinnäytetyössä analysoitiin 8-SWOT menetelmän avulla yrityksen toimintaa sekä sosiaalisen median kanavien data-analytiikkaa. Analyysit toimivat tärkeinä peruspilareina vaikuttajamarkkinoinnin suunnitelmalle ja joita tuettiin sosiaalisen median markkinoinnin peruskäsitteillä.

Tulokseksi saatiin toimiva vaikuttajamarkkinoinnin suunnitelma, jossa huomioitiin 8-SWOT-analyysin tekijät, yrityksen tavoitteet ja rajoitteet sekä suunnitelman käytännöllisyys yhdistettynä ammattitaidolla pohdittuihin markkinointipäätöksiin.

Opinnäytetyöstä työstettiin valmis vaikuttajamarkkinoinnin suunnitelma, jonka yritys pystyy ottamaan heti halutessaan käytäntöön mutta hyödyntämään myös tulevaisuudessa suunnitelmapohjana.

Avainsanat vaikuttajamarkkinointi, sosiaalisen median markkinointi, Tommy Hilfiger, markkinointi, sosiaalinen media

Sivut 43 sivua, joista liitteitä 5 sivua

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ABSTRACT

The purpose of this thesis is to produce for the commissioner, Tommy Hilfiger Concept Store Ideapark an influencer marketing plan.

Influencer marketing as a marketing tool is a modern and popular marketing way to increase business' brand and product visibility. For the company in question, influencer marketing is a new area and because of this, closer research of the topic was needed, including its benefits, disadvantages and costs. In this thesis, the case company's realistic objectives, limitations, opportunities and threats were taken into account and based on these factors, the influencer marketing plan was produced as truthful as possible.

This thesis was produced together with the influencer marketing agency Indieplace OY. With the help gained from this co-operation, theories, claims and data were confirmed as truthful and current and hereby the plan was produced as realistically as possible.

In this thesis, the commissioner's operations were analysed precisely with the 8-SWOT method but also social media data analytics were analysed accurately. Analysis of these factors was important during the process of designing the plan and the results were supported by basic concepts of social media marketing.

As a result, this thesis came out as a well-operative influencer marketing plan, where the results of 8-SWOT analysis, company's targets and limitations and the practicality of the marketing plan, combined to professionally considered marketing decisions.

The study was produced to be a ready-made influencer marketing plan, which the case company can start executing immediately if wanted but also to utilize in the future as a base of a marketing plan.

Keywords influencer marketing, social media marketing, Tommy Hilfiger, marketing, social media

Pages 43 pages including appendices 5 pages

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1 INTRODUCTION

Traditional media has gotten a powerful competitor in the past decade. Social media has come into our lives and is here to stay. Traditional media advertisements have lost their importance when new, fast and modern social media marketing has shown its power. Currently happening digitalization has made people and business move more towards the online world and the amount of people joining the world of online network and social media is increasing faster every day.

Comparing to expensive and slow traditional media marketing, social media marketing has opened the door to easy, cheap and effortless marketing ways. Nowadays for example YouTube, Facebook, Instagram, Snapchat, Twitter gives opportunities to be online in seconds. In this hectic world, it is important for businesses to be up to date immediately.

Social media has notably shown how it can influence people. Individual opinions, ideals and decisions can be influenced via social media by different people very efficiently and this is called influencer marketing. The 21st century has experienced the explosive growth of influencer marketing. Influencer marketing means a marketing way where an influencer, notably influencing power over person can affect to his or her audience. Well done influencer marketing can create a new need for an individual which he or she did not have before seeing the influencer marketing advertisement. (Indieplace, 2017)

Influencer marketing has many success stories, where even small companies have risen from small scales to the spotlight. For example, Tommy Hilfiger as a brand has done excellent work with influencer marketing during the year 2016. Their sales numbers had been declining badly season after season and the brand had lost its "identity" but with excellent marketing planning, they succeed to save this iconic, American brand. (Johns, N. 2018.)

In 2016, Tommy Hilfiger partnered with American supermodel, Gigi Hadid and together created the Tommy x Gigi collection. The collection and influence were so successful, that Tommy Hilfiger's sales increased by \$1.1 billion, meaning 22 percent in the first three months after partnering with Gigi Hadid. Year after year sales increased enormously, by 11 percent. Cooperation utilized together with Ms. Hadid and well-done influencer marketing lifted the brand from approaching the bottom, making it a relevant and "hot" brand again and the success story is still going strong. (Johns, N. 2018)

From this example we can notice that at its finest, influencer marketing can be an efficient way of marketing to business' and can change a business' way into a totally new direction.

1.1 Purpose of this thesis

The purpose of this thesis is to create a reliable and complete influencer marketing plan for Tommy Hilfiger Ideapark and analyse the opportunities and risks Tommy Hilfiger Ideapark could benefit from it with a critical appraisal, keeping the facts and reality in mind. The goal is to offer the company a new marketing way to attract new customers, influence to the right target group, increase their visibility in social media and this way increasingly effect their sales.

It was very important to keep in mind the reality of what the company can execute, but also take into account the point of view of an influencer and his or her expectations. Especially, when this kind of marketing would be totally new to the case company, there were a lot of different and new perspectives which had to be taken into account when planning the marketing plan.

The purpose was to analyse Tommy Hilfiger Ideapark's social media analytics and from that data and results create and determine the target group for influencer marketing and this way a well-functioning influencer marketing plan which they could right away take into action and start to develop their social media marketing.

1.2 Introduction of the brand and case company

Tommy Hilfiger is an American premium clothing brand, founded in 1985 by Tommy J. Hilfiger, who nowadays still remains in the company as company's principal designer. Tommy Hilfiger has had a strong brand image since its launching and is globally identified as a classic, American cool style, featuring preppy with a twist designs. (Tommy Hilfiger, 2019)

The brand was acquired in 2010 by PVH Corp. (Phillips-Van Heusen Corporation). Tommy Hilfiger manufactures and focuses mainly in clothing, shoes and accessories but also produces fragrances and homewares. Currently Tommy Hilfiger functions under two main brands, Tommy Hilfiger and Tommy Jeans, with a breath of collections including Hilfiger collection, Tommy Hilfiger Tailored and men's and women's versatile clothing, footwear and accessory collections. (Tommy Hilfiger, 2019)

In 2004, the company had over 5,000 employees and revenues in excess of \$1.8 billion. (Business of Fashion, n.d.)

The brand is well-known worldwide, and has spread their business into over 100 countries. Tommy Hilfiger has over 1,800 retail stores throughout Asia Pacific, Europe, Latin America and North America and over 15,000 associates all over the world. In 2018, brands global retail sales were \$8.5 billion. (Tommy Hilfiger, 2019)

According to principal's CEO and owner Jenni Ahola (interview 23 January 2019) Tommy Hilfiger Concept Store Ideapark is Finland's first Tommy Hilfiger store, founded in 2008 and locates in a shopping center Ideapark Lempäälä. Jenni Ahola has owned TH-Concept OY since the beginning. Currently the case company has 9 employees. The store focuses on men's and women's clothing, footwear, accessory retailing.

1.3 Research methods

The study is an empirical research which focuses on empirical facts and leans on observations and analyses.

The methods of this study consist of social media analyses, interviews and 8-SWOT analysis which were connected to theories regarding social media marketing and influencer marketing.

Interviews with the case company's staff were possible to execute in person. Each Tommy Hilfiger Ideapark's employee whose name has been mentioned in this study, were interviewed personally by the author.

Interviews of Indieplace's former account manager Anne Häkkinen and current account manager Aku Karasti were executed via e-mail.

1.3.1 Research problem

The case company has previously tried marketing via traditional media, for example via newspaper and in form of flyers. However, these traditional media marketing ways had been stated not to please company's purposes and noticed to be ineffective, old-fashioned, too slow and expensive. (Laisi, interview 12 January 2019)

Thereby, new marketing ways were needed.

According to store manager Elisa Tammi (interview 16 August 2019), at the moment Tommy Hilfiger Ideapark does most of their marketing focusing on Facebook, e-mail and Instagram. Current marketing ways have stated to be well-functioning and the authors who run and control the marketing and advertising strategies have done it for a long time and stated and noted certain ways of functioning pleasing the customers as well as

possible but also pleasing the company itself. Current marketing tools are well-functioning, but stuck into their places and some new, interesting methods of marketing was purposed to be found.

Influencer marketing was found as an interesting opportunity and modern way to attract and get in contact with new, potential customers. This was the goal of the case company, to gain and develop new customer relationships and to strengthen current ones leading into even greater sales and bigger customer base.

New, innovative and modern ways of marketing were seen as an opportunity to give them an extra boost to their marketing strategy, increase their visibility in social media and this way expectantly affect and increase their sales.

1.3.2 Research question

The author decided to have couple research questions which would be strongly related to each other. The main question which needed a solution was the following:

What kind of influencer marketing plan would serve the case company the most?

Related to the main question, it was also necessary to determine what factors have to be taken into account before starting to design an influencer marketing plan.

This study will determine what kind of influencer marketing would work best for this case company and its audience when all necessary factors have been taken into account.

The author wanted to create a ready-to-go influencer marketing plan to the case company, where company's own wishes, critical appraisal of reality, expectations and goals would have taken into account, but also where influencer's point of view and facts would have been noted.

One objective is also to determine the real opportunities but also risks which the case company might face if influencer marketing will be taken into their marketing strategy.

1.4 Thesis structure

The first chapter of this thesis, covers the purpose of this the study, background information of the brand and case company.

Information of principal was mostly gained from interviews. The author interviewed the head of business, Jenni Ahola, former store manager Harri

Laisi, store manager Elisa Tammi and senior sales assistant Sanna Mensonen. First chapter will also determine research methodology, research problem will be analysed and research questions will be specified.

Second chapter covers theoretical research of social media and influencer marketing, which were two key elements of the study. The information gained from the interviews has been connected and analysed with theories.

Existing knowledge of the brand, Tommy Hilfiger itself and crucial information about the case company can be found from the third chapter of introduction. In this part the author analysed the data which was collected through social media channel analytics and determined what the targets are of TH Ideapark. Information has been collected from the case company's official entrepreneur accounts and from interviews of the store managers, sellers and owner of the store.

After analysing all the data collected from the case company's social media channels and overall analyse of principal's actions, the author will take a look at what kind of influencer marketing and influencer would be efficient for the company and go through the final influencer marketing plan.

After that, the structure moves into recommendations, main results and notifications based on research, analysis and theories. In recommendations the author answers the research questions and determines the main goals and achievements of the whole thesis process and gives recommendations for the future.

Furthermore, in the conclusion, summed up results of the whole thesis process can be found and the case company should be able to take this ready-made influencer marketing plan into action immediately and this way start to develop their marketing strategy and social media marketing ways.

As a result, of the whole purpose of the study and influencer marketing plan is to give the case company a new way of marketing, advice how to engage new audience and customers, gain more visibility in social media platforms and to increase sales revenue.

2 INFLUENCER MARKETING IN SOCIAL MEDIA

Social media differentiates from traditional media notably. It is much faster and cheaper to use, and approaches millions of people every day via different kind of electric devices.

In 2018, 89% of Finnish people aged between 16-89 years used the Internet and 76% used it multiple times a day. (Tilastokeskus, 2018)

As the numbers tell, social media plays a notable role in an individual's lives and at the same time offers influencer marketing absolutely fantastic opportunity to rise, shine and affect.

To understand how influencer marketing works through social media, one must understand the basics of social media also.

2.1 Introduction to social media

Social media is a new, modern marketing channel. Hundreds of millions using it daily it gives business' great platform to develop their marketing and reach easily big amounts of audience. Compared to traditional media, social media can get even closer to consumers than ever before. (Bonin Bough, B. 2010)

Social media marketing is cheap, efficient and easy to use. Usually social media platforms require only registration into the platform, and after that, it is free to use and the entrepreneur can post content as much as it is seen needed and wanted, as long as it follows the platforms' set policies. Through social media, companies are able to use their channel by themselves independently or in addition use extra money for example to have influencer marketing, paid commercials and to advertise their pictures on the sites.

Shortly explained, social media marketing tries to influence customers to create a need that they did not have before and to buy company's products or services using these social channels and this way engage them to use their products and services even later on.

There are several social media channels which can be used. In this quick overlook into social media, the author will shortly explain information about those social media channels which were considered to be used for this influencer plan at the very first steps of the process. After closer examination, social media channels were limbed in the discussions held with case company and only the most potential ones were chosen to be focused on and can be found later on from this study.

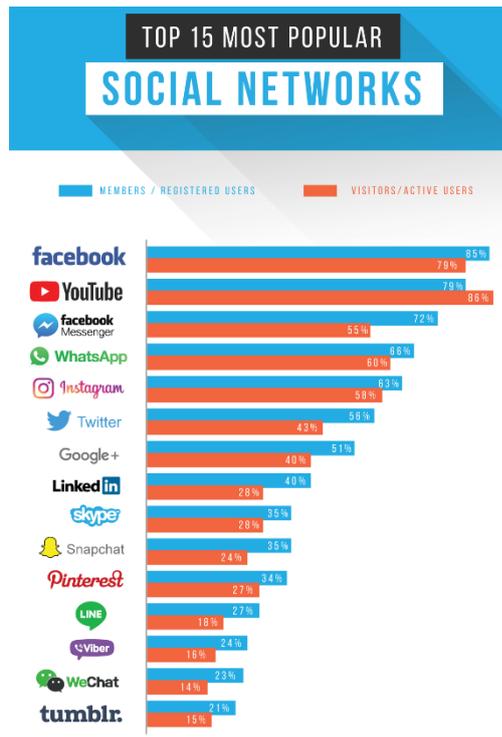


Figure 1. Most popular global social networks (Ahmad, I. 2019)

The figure above shows how big percentage of internet users worldwide are using different social media channels.

Facebook is probably one of the most well-known social media platforms. It was created in 2004, by Mark Zuckerberg. Facebook is free to join and use, and it can be used all around the world as long as the user has internet access. Age limit to be allowed to use Facebook is 13 years.

In Facebook, an user can write messages, share videos, links, photos and websites, join groups and communicate with other people. (Digital Unite, n.d.)

Nowadays, especially focusing on Finland, companies use Facebook as their digital business card. The case company also uses Facebook as a digital business card, customers usually contact the company via Facebook if they have something more formal to say, ask or negotiate.

Instagram is a platform for sharing pictures and videos. In Instagram, most people try to find inspiration and want more visually pleasant content. Like Facebook, Instagram is also free to use for an individual, for a business there might be costs, usually related to advertising.

Instagram user is able to share pictures and videos, see what their friends have shared in their channels, comment in publishing and like them. The user can decide is his/her channel public so that everyone can see users' content, or private so that the user has authority to control who is allowed to follow the user in Instagram and to be able to see users content.

Companies have also noticed Instagram's potential; it is easy to use and made to show more visual content. (Instagram, n.d.)

YouTube is a platform for uploading videos or live streams with millions of registered users and billions of downloaded videos. YouTube has also increased its importance as a social media marketing channel in the past few years. Simply defined, YouTube can be divided into two types of users: Video creators and video viewers. Creators have their own video channels where they upload content, whereas viewers focus on watching videos, communicating in video's comment sections and subscribing and following channels. Anyhow, the division is not that black-and-white as it sounds, an user can also be both, a creator and a viewer. (Moreau, E. n.d.)

Snapchat is a platform where you can send "snaps", meaning pictures and videos to your friends. Snaps will vanish right after they have been watched. User can also upload content into "My Story", where pictures or videos will be public to users' friends to see for 24 hours. Snapchat is extremely popular among young people. (Elgersma, C. 2018)

Twitter is a commonly known social media channel where the users are communicating and exchanging opinions and comments in short messages, which are called tweets. Tweeting is posting short messages for anyone who follows you on Twitter. (Gil, P. n.d.)

Pinterest is a free, social media network, made to find inspiration from hundreds and thousands of pictures. Users are able to communicate with others, save and comment others content and download users own content. In Pinterest a user is able to share images associated with projects, goods, and services. Pinterest offers the user great platform to find visual inspiration and it has stated to function like a web-based pinboard or bulletin board. In Pinterest you can create different boards and categorize them, for example by name and save images related to the board's topic. (Moreau, E. n.d.)

Lately world's biggest a live streaming platform, called Twitch has also achieved an important foothold as a marketing channel. In Twitch, an user is able to post live video material in his or hers channel. Twitch was originally made to focus on gamers and video games, but nowadays the variety of content is more versatile. The streaming platform has over 2 million streamers every month. From that amount, over 17,000 users earn money by streaming via Twitch platform. (Stephenson, B. n.d.)

2.2 What is influencer marketing?

Nowadays social media, with hundreds of millions of people using it, plays a huge role in individuals' daily life, social media and influencer marketing has a great power to influence people's life, opinions and decisions.

That is why companies try to find not only influencers fitting their vision but also with as big influencing power as possible. Bigger base of influenced people means potential customers for the company which leads directly to potentially increasing sales, but after all, it is not that black and white.

Influencer marketing is a modern way of marketing and a perfect way for companies to directly reach their customers. Shortly said, influencer marketing is a cooperation between a company and a person who has a great number of followers in social media platform(s). Their common goal is to gain visibility to both parties, attract new consumers and offer consumers new, fresh and interesting content. (Tähkää, 2017)

To companies', social media is usually very easy, effortless and cheap way to execute marketing. Companies share content on different social media channels to achieve an organization's marketing and business needs. (Singh & Diamond, 2012, p. 11)

Influencer marketing in social media (Instagram, YouTube, blogs, Snapchat, Twitter etc.) has increased its importance as companies' marketing tool. During the past 8 years, even greater amount of companies has started to use influencer marketing or at least noticed its affects and power. In 2018, almost 80% of companies who had at least one social media channel, used influencer marketing as a marketing tool. (Indieplace, 2018)

Influencer marketing is a deal made between two parties. Influencers purpose is to advertise the company, their product or service and this way support their marketing strategy, and in a certain way, influencers can be said to operate as heralds of brand's messages.

Problem with influencer marketing is the commerciality of it. Commercial links, posts and recommendations divide easily people's opinions, either in positive or in negative way. It is a fine line between well done influencer marketing and too pushy marketing. On the other hand, commercial content is even more visible in nowadays marketing and sometimes an individual might not even notice the commerciality of it. It is up to an individual, is it a good or a bad thing that a commercial advertisement has been masked so well. From the point of view of a company, if an influencer has produced that kind of content, it is not efficient campaign and something has not succeeded.

Influencers' produced content should be pleasant, differentiating and interesting for the audience but clearly showing and telling the story of the case company behind the marketing. (Häkkinen, 2018)

Influencer marketing a modern grapevine and has increased its importance during the past few years in the field of marketing.

Influencer marketing's powerful impacts can be based on its simplest basic element: a powerful influencer delivers brands message to his or her audience plausibly. (Indieplace, 2018)

When the message is delivered, target is to create a need for the consumers which only the brand's product or service can fulfil.

2.3 What and who is an influencer?

An influencer is a person who has a remarkable power to influence his or her audience, preferably a great amount of them.

Very important step in influencer marketing is to find a right influencer to attract right audience and potential customers. Influencers can affect through traditional media but also through social media, which nowadays seems to be more efficient and popular way of influencing.

A successful and professional influencer knows how to produce unique content which differentiates from others. Regular activity in media channels is also very important to keep the follower base interested of influencer's content. Interesting content takes time and effort but all the work is rewarded with influenced people, the followers. When it comes to influencer marketing it can be roughly determined, that the more followers you have, the more influencing power you have.

2.3.1 Different types of influencers

Every influencer has decided their own way and genre of what kind of content they produce. Influencers are individuals so each of them has different interests, opinions and content they want to produce. Some might want to focus for example in fashion, some in food related content. It is a great benefit that nowadays for each company, product and service can most likely be found an influencer and audience which is interested of what a company wants to serve but sets also responsibility to be critical and sharp, what kind of influencer to use. A famous fashion blogger is not the best choice for a company who wants to sell car parts.

Influencers can also be categorised by their main focus on social media channels. For example, influencers focusing on Instagram content are called Instagrammers, those who focus on Snapchat content are known as Snapchatters and bloggers famously focus on blog contents. In this thesis, it was more important to focus on the different sized influencers and into their follower amounts because the amount of social media channels the case company was interested to use were so few.

Influencers in Finland are usually categorised in three categories by their follower amounts: celebrity influencers, micro influencers and nano influencers.

The numbers mentioned below in the definitions of different types of influencers are in the scale as they are known in Finland. The amounts can

vary notably between countries, in some an influencer who has 70,000 followers can be categorised as a micro influencer where in some the same influencer could have been categorised as an “famous”, nationally known influencer.

Prices mentioned below are directional and cannot be defined precisely, each influencer has their own value, which usually is mentioned in the cooperation conversations. This kind of information rarely is public to find out. Help to define price range was gained from Aku Karasti, Indieplace’s account manager.

In Finland a well-known, celebrity influencer has approximately over 20 000+ followers in one social media channel. The bigger the influencer is, probably the more he or she has contacts from different kind of companies who also want to buy their attention. The more popular the influencer is, the more precise he or she has to be, to protect also his/her imago. Celebrity influencers costs can vary from €10 to thousands of Euros. (Indieplace,

In the United States, a micro influencer has approximately 10 000 – 100 000 followers but in Finland a realistic amount is approximately between 1000 – 5000 followers. (Indieplace, 2019.)

Nano influencers have even smaller follower base than micro influencers. According to Indieplace, nano influencer accounts in Finland have usually under 1000 followers, whereas in the United States a nano influencer has approximately 1000 – 10000 followers. (Mediakix, 2018.)

2.4 Influencer marketing and Tommy Hilfiger Official

Tommy Hilfiger uses a lot of influencers in their marketing ways and strategy. They use internationally well-known athletes, models and other influencers. To mention few: Lewis Hamilton (internationally known athlete), Gigi Hadid (internationally known supermodel), Zendaya (American actress, influencer and singer), Winnie Harlow (internationally known supermodel).

Tommy Hilfiger likes to use unique looking influencers who have interesting backgrounds, careers or looks in their marketing.

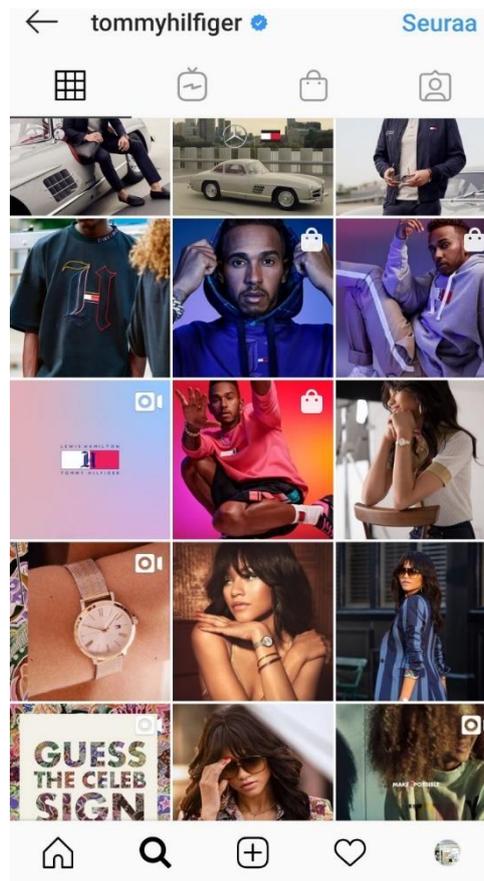


Figure 2. Tommy Hilfiger Official Instagram feed. (Tommy Hilfiger, 2019)

Tommy Hilfiger has done clothing collections with globally big names, such as Gigi Hadid, Lewis Hamilton and Zendaya, and this way reached a great reputation. This kind of names as their designers and/or influencers has affected a lot in their brand image and influenced a great range of different type of consumers from different age groups. (Laisi, interview 12 January 2019)

Among the case company, employees have noted that if the brand has been seen worn by a celebrity or an influencer, it increases consumers interest towards the brand and products. Especially globally known influencers have had great impact on people, but also nationally known Finnish influencers and celebrities who have worn Tommy Hilfiger's clothes in public draw attention among consumers.

2.5 Influencer marketing and Tommy Hilfiger Ideapark

Tommy Hilfiger Ideapark has not used influencer marketing before, so this opens a new window to try new marketing ways and approach new, potential customers.

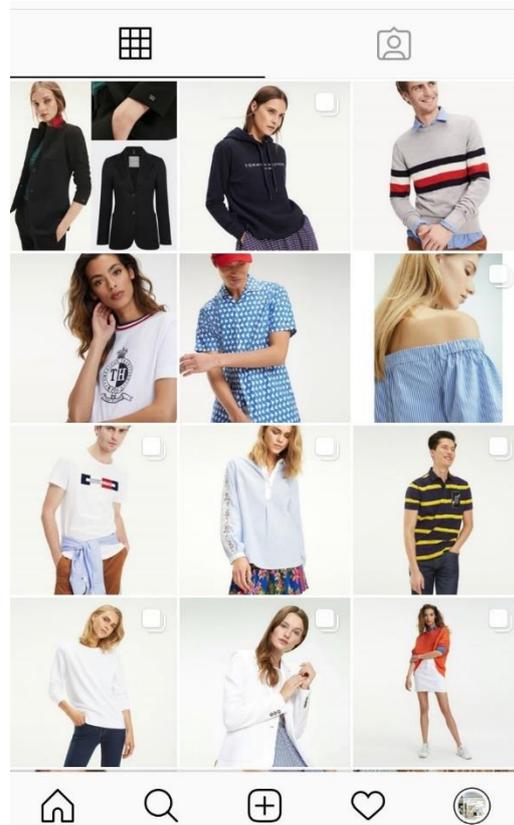


Figure 3. Tommy Hilfiger Ideapark's Instagram feed (Tommy Hilfiger Ideapark, 2019)

Case company has used mostly newsletter marketing via e-mail, Facebook and Instagram marketing. In the negotiations held with the head of the company, it was decided and discussed that the influencer marketing would be most beneficial executed via Instagram, so the thesis' influencer marketing plan is mainly focusing on Instagram marketing and content but which can be executed modified in other social media channels too if the case company later wants to focus in another social media channel too.

It was also mentioned in the beginning of the thesis process that the company might move in to a new business space. On request by the case company, this opportunity was taken into account and a plan to utilize influencers in this potential situation was also designed for the company. Opportunities which a new business space offers will be discoursed later in the chapter 5.

3 ANALYZING TOMMY HILFIGER IDEAPARK'S OPERATIONS

This analyse section includes all the information gained from interviews with Tommy Hilfiger Ideapark's head of business and analysed data collected from their social media channels.

First step of analysing process was to investigate principal's current situation. To have versatile overview of case company's operations, the author used 8-SWOT method for analyse the case company as a whole.

Tommy Hilfiger Ideapark is active on Facebook and Instagram by posting pictures of new products, giving their followers a source of inspiration. It was an important step for the whole thesis process to analyse their social media and data to find out and understand what is Tommy Hilfiger Ideapark's target customer. Facebook data was also analysed as it was wish from the principal to see, how their main marketing channel's audience differentiate from each other and from the target group which has in-house stated to be their main customer base visiting their store. The author did not focus on Facebook regarding this study but analysing it also gave an important aspect to keep in mind when producing the influencer marketing plan.

A company must always know their customer and in who they should focus and with what kind of material, but also how to approach new consumers and create customer engagement.

3.1 Tommy Hilfiger Ideapark

As mentioned in the introduction, the store focuses on selling men's and women's clothing, footwear and accessories.

The store has always been located in Ideapark, originally in an area called "Catwalk", which was found back then in the middle part of the shopping center. In 2012, the store changed its location to its current location and moved right next to the entrance door A. (Laisi, interview 12 January 2019.)

The location allows people immediately to notice the store's display windows right after they have walked in which gives the store a great advantage of attracting customers.

There are few things and limitations which must be taken into consideration when planning an influencer marketing plan for this case company, first of them is as mentioned earlier, Tommy Hilfiger Ideapark is a concept store. It is important at this point to understand the definition of concept store.

The definition of a concept store is quite variable, concept stores are all about discovery and experience. Concept stores have carefully chosen selection of products that connect to an overarching theme.

The selection of a concept store should change often so that there would be, time to time, something new to offer to the consumers. In this case, the concept store wants to offer customers the same experience as when visiting an authentic Tommy Hilfiger shop. Concept store is not only focusing on selling the products, but also experiences. (Trotter, C. 2016)

Second thing to notice, is that the store runs through a franchising contract. (Ahola, interview 23 January 2019.)

A franchising contract means that the occupant of the brand (franchiser) gives permission to the other party of the contract (franchisee) to use their brand and products with certain rules, limitations, expectations and goals. (Mendelsohn, 2004, p. 2).

In franchising contracts, two parties together have created a partnership with common goals and visions. (Gappa, B. 2008)

In this case, Tommy Hilfiger has admitted permission to use their products, theme and everything else related to their brand. According to previous store manager Harri Laisi (interview 12 January 2019), the franchisor gives the lines of the colouring book to the franchisee, and the franchisee has permission to colour the image as he or she wants, if (s)he stays in between the lines.

Because Tommy Hilfiger Ideapark is a concept store and the contract between the brand and store owner is a franchising contract, it inserts some limitations and rules of what the company can do, for example what kind of marketing material they can use. The franchiser has the power to influence in franchisees decision making and business actions, to guarantee that the quality, theme and actions follow the guidelines what franchiser has set and expects to be followed, so that the brand will not get any negative influence by any party. Tommy Hilfiger is strict when it comes to their brand identification, and they want to guarantee that each of their franchisees follows their vision. (Laisi, interview 12 January 2019)

3.2 8-swot analysis of Tommy Hilfiger Ideapark

The author used 8-SWOT method to analyse company's overall actions. It was seen as a reliable way to determine company overview and to guarantee encompassing results and nonaligned viewpoint.

During the thesis process, it was brought up that the company is likely moving from their current business space into a new one. New business space has not been decided and cannot be mentioned in this thesis to protect company's privacy.

Because the moving will be most likely happening in the near future, the author wanted to take into account the upcoming move when creating 8-

SWOT analysis. In the last chapter of this study, the author has created a finished plan how to utilize influencers and new business space.

SWOT analysis helps the company to understand, determine and analyse company's overall operations. (Westwood, 2006, p. 27)

SWOT analysis consists of two parts: internal factors which include strengths and weaknesses and external factors which cover opportunities and threats. (TheEconomicTimes, 2019)

It is a commonly used tool with a simple strategy but which has comprehensive results when identifying business' situation. (Schooley, S. 2019)

SWOT analysis' strengths are internal factors. Shortly defined, strengths tell what the company is doing well and what is good in them and in their products or services. (Bush, T. 2016)

Weaknesses are internal, negative factors which cause harm in to business' functioning, or prevents benefits and earnings. Weaknesses can be for example just the way the company is managed. (Bush, T. 2016)

Opportunities are offered by the environment in which the company is operating. Opportunities can be recognized by planning, observing and executing required strategies. Opportunities offer, literally opportunities to differentiate from competitors. (Borad, S. n.d.)

Threats are also external factors which are uncontrollable. These factors are a risk to company's overall stability. Threats also come from the environment in which the company operates and are factors which should be avoided. (Borad, S. n.d.)

INTERNAL:	STRENGTHS:	WEAKNESSES:
EXTERNAL:	<ul style="list-style-type: none"> ➤ Strong knowledge of customer base ➤ Loyal customer base ➤ Strong, popular brand ➤ Professional staff ➤ Current financial status 	<ul style="list-style-type: none"> ➤ Budget for "extra costs" is minimal ➤ Marketing ways are seen and needs refreshment ➤ Time management: how to and who will execute influencer marketing plan
OPPORTUNITIES:	OPPORTUNITIES – STRENGTHS:	OPPORTUNITIES – WEAKNESSES:
<ul style="list-style-type: none"> ➤ New business space ➤ New ways of marketing ➤ "Brand hype" 	<ul style="list-style-type: none"> ➤ Highlighting and promoting the new business space will be crucially important ➤ Placement of new business space 	<ul style="list-style-type: none"> ➤ Social media will be even more important to use efficiently
THREATS:	THREATS – STRENGTHS:	THREATS – WEAKNESSES:
<ul style="list-style-type: none"> ➤ Costs / prices of influencers ➤ Efficiency of influencer marketing ➤ New business space: is it as good as the old one? ➤ Customer engagement in marketing 	<ul style="list-style-type: none"> ➤ Brand is currently in, possibility to attract new customers is high if the opportunity is used well ➤ New and renovated image of the store creates novelty 	<ul style="list-style-type: none"> ➤ Cost-efficiency of influencer marketing has to be analyzed carefully, the head of company has the final voice ➤ Without effort, there is no results

Figure 4. 8-SWOT analysis of Tommy Hilfiger Concept Store Ideapark

8-SWOT analysis is a comprehensive analysis, where all the factors from SWOT analysis are taken into account and each partition is combined with another. O+S handles internal strengths and external opportunities, O+W focuses on how to minimize weaknesses or delete them totally, T+S tells how to defend from threats with company's strengths and T+W focuses on situations where internal weaknesses and external threats meet and cause a "catastrophic" situation. (Kalin, 2015, p. 11)

Because the case company has functioned over 10 years in Ideapark and it has gained a strong foothold in the shopping center but also the company has gained important information about their customers, competitors and ways of functioning. Case company's customer base is loyal and company has pretty clear vision of what kind of customers they have. Year after year, their sales have increased. Professional staff has received positive feedback from customers and affected to sales results notably and in the shop employees have figured out new ways to increase sales.

However, even if the business runs well in the shop, social media marketing can be marked as case company's weakest spot. Case company has used e-mail and Facebook as a marketing channel for many years. However, as earlier mentioned, their Facebook page is meant to be company's digital business card and it has limited the content which the company uses in Facebook. Pictures and content used in Facebook are more of commercial type.

The case company has used Instagram since August 2018, so it is quite new marketing channel to them. (Mensonen, interview 14 February 2019) They use quite a lot same marketing material in Instagram as they use in Facebook, and this would be a potential factor to develop. Marketing material is quite monotonous and repeats itself a lot in each marketing channel. Social media is an easy way to attract current and new customers, but with no effort results cannot be expected and with boring advertising new customers stay unattainable. Easiest way is not always the beneficial one.

However, the company has potential marketing orientated employees so it could be also considerable option to outsource the social media marketing to only one or two employees to guarantee new, but also homogeneous quality of social media content. Currently almost 9 employees handle the Instagram feed and the variety of content production and its quality is large.

To celebrate new business space, renovated interior and face-lifting the overall image of the case company, a grand opening would be a great opportunity to use influencer marketing.

The company has a strong knowledge among the staff of planning and organizing events, from loyal customer evenings into galas which involve dozens of people. The author created a plan how the principal can connect

influencer marketing and store's new launch and benefit from this opportunity. The plan for store launching can be found in the last chapter of this study.

Overall, the brand is currently notably popular among consumers, the sales are increasing and the store is planning to move into a new business space. The entrepreneur has also managed to collect a professional, passionate staff which serves store's customers as well as they possible can.

3.3 Facebook data analysis

In Facebook the case company can be found under the name of Tommy Hilfiger Ideapark Konseptimyymä. Currently 1876 Facebook users likes their page and 1854 users following their page actively. Their posts usually reach approximately 1000 Facebook users. The activity in their Facebook page is quite stable and does not show any dramatic rises or falls.

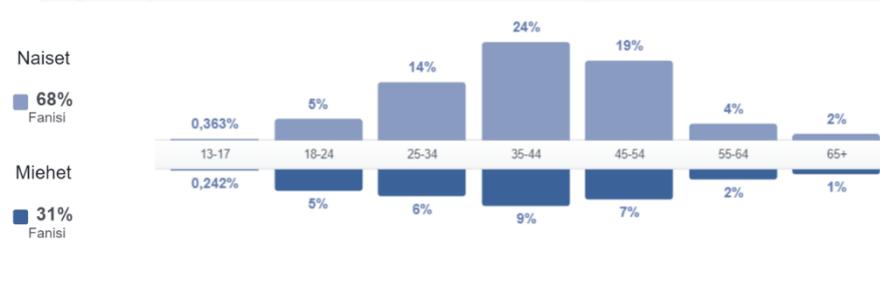


Figure 5. Gender distribution in Facebook

In Facebook 68% of the people liking the page are women, 31% are men. In the shop, the customer base is divided totally differently, almost 70% of the customers visiting the shop are men and 30% are women. (Mensonen, interview 14 February 2019)

Age distribution goes pretty equally among both genders but with different numbers and this did not cause any surprises. 35-44 year-old women is the biggest group which has liked the page with 24%. Same aged men cover 9% of total amount of likers, total amount in this age group was 33% of the liker base. Second biggest group was 45-54 year-old with altogether 26%, females 19% and males 7%. In third position were age group 25-34 with 20%, females 14% and males 6%.

Over 1700 likers are from Finland, which was expected and wanted result and the most important factor when comparing how the liker base between countries is divided. Other countries which were mentioned in Facebook statistics were for example India, Brazil, Mexico, Columbia, United Kingdom, Algeria, Ecuador, Estonia and Spain.

As mentioned before, most of the likers are from Finland as it was expected and wanted. From this data it was important to determine more detailed the distribution between cities and regions. Pirkanmaa area has the biggest amount of likers, Tampere was the leading city with 567 likers. The second biggest liker base comes from Helsinki, Uusimaa area with 148 likers. The drop between these two cities was bigger than expected.

Maa	Fanisi	Kaupunki	Fanisi	Kieli	Fanisi
Suomi	1 701	Tampere, Pirkanmaan ...	567	suomi	1 621
Intia	22	Helsinki, Uudenmaan ...	148	englanti (Yhdysvallat)	63
Brasilia	10	Lempäälä, Pirkanmaan...	83	englanti (Iso-Britannia)	55
Meksiko	10	Valkeakoski, Pirkanma...	62	espanja	31
Kolumbia	8	Hämeenlinna, Kanta-H...	57	arabia	14

Figure 6. Area distribution in Facebook

The language which the likers are using focuses strongly to Finnish (1621 likers). English was the second popular language used among likers, with 118 likers altogether.

3.4 Instagram data analysis

The analyse of the follower base was started from bigger image and then focusing more on details. Currently (20th of February, 2019) Tommy Hilfiger Ideapark has approximately 563 followers in Instagram and the data and charts are based on the numbers and data from that day. They post pictures and/or videos daily and produce also content to Instagram stories every now and then. Their Instagram pictures are mostly commercial pictures from Tommy Hilfiger's official website. These photos are usually Tommy Hilfiger's official advertisement materials which are professionally taken usually in studio circumstances. Products are also represented in pictures in a hanger or worn by a mannequin.

Lately, the store has also published content which they have produced by themselves but which follows quite a lot of same themes as Tommy Hilfiger's official advertisements to retain a certain type of brand image.

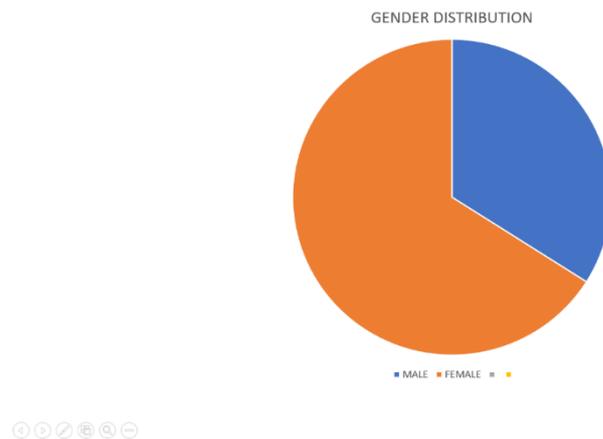


Figure 7. Gender distribution in Instagram

The data shows, that most of the followers are female, covering 67% of the follower base, whereas men cover 33%. This is very important information for the case company, because their customer distribution in their shop has been noted to divide quite the opposite way. As mentioned before by store's former store manager H. Laisi, almost 70% of customers visiting the store are men.

According to the data acquired from Instagram, 96% of the followers are from Finland and the rest 4% of the followers are from Brazil, Denmark, Spain and Sweden, giving 1% follower base to each country. In this case, the result was expected and it is clear that to have efficient influencer marketing, the chosen influencer should operate in Finland.

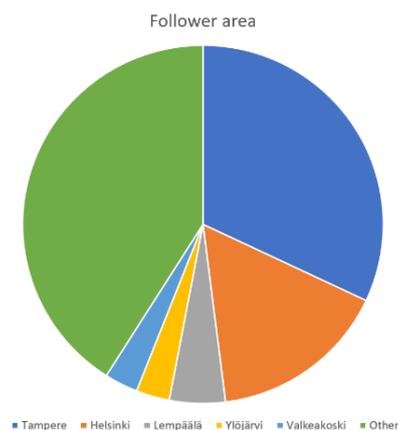


Figure 8. Follower area distribution in Instagram

After determining the main country to focus on, it was important to know also the areas in Finland where do the followers come from. The result was quite a lot the same as in Facebook statistics: in Finland the follower base is focused to Tampere region, 32% of the followers are living in Tampere. Helsinki has the second biggest follower base with 16%, but other cities in Pirkanmaa region are also well participated, Lempäälä (5%), Ylöjärvi (3%) and Valkeakoski (3%) creating altogether 11% of the follower base.

According to this data, Tommy Hilfiger Ideapark has reached well people from its personally set target areas. The statistics in Instagram however leave quite a big question mark in the air, 41% of the followers' living area is still unknown and cannot be measured by Instagram analytics tools.

As from figure 9's left sided chart can be seen, most of the followers are between ages 35-44 when data from both genders as follower base is taken into account. The age distribution continues as following: 45-54 (24%), 25-34 (23%), 18-24 (10%), 55-64 (6%). Ages 13-17 and 65+ have both 1% marginal in the data.

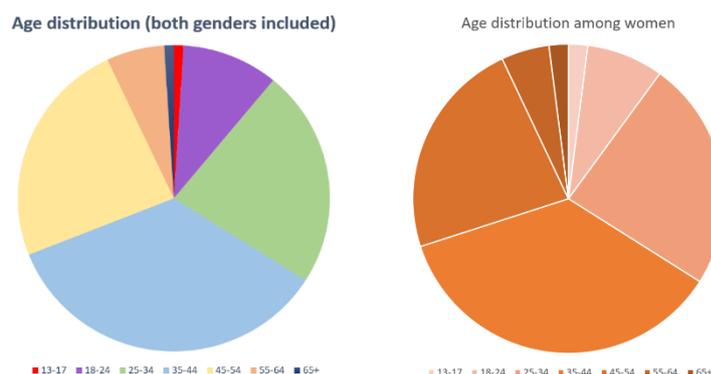


Figure 9. Left: age distribution in Instagram (both genders). Right: age distribution among women followers in Instagram.

Figure 9's right sided chart shows more detailed analysing of the age distribution among female followers. 36% of female followers are between ages 35-44. Second biggest age group is ages 25-34 with 24%. 45-54-year-old followers covered 23% of the follower base. 8% of the followers were aged between 18-24 years. 13-17-year-old followers have 2% marginal in statistic, age group 55-64 has 5% marginal and age group 65+ has 2%. When comparing the results to an average female customer who visits the case company's shop, the results are seen truthful and age distribution applies to reality.

3.5 Conclusion of data

After analysing the social media data, it was possible to perceive a target customer for this thesis and to the whole influencer marketing plan. It can be said that an average social media follower of Tommy Hilfiger Ideapark is as following:

- female, aged between 35-44
- living in Finland, most likely in Tampere or around Pirkanmaa area.
- interested in lifestyle and fashion
- uses Instagram to search inspiration and beautiful, visual content and posts every now and then on her feed.
- from Tommy Hilfiger Concept Store’s Instagram, she expects to find inspirational outfit and product images, more with a “casual” and relaxed touch.
- uses Facebook to stay in touch with her friends and among Facebook friends’ personal updates
- expects to be able to contact the company via Facebook, and to get more “professional” and commercial kind of content via this channel, for example in this case she expects that sales, different kind of events and new product arrivals would be informed via company’s Facebook page.

Together with the case company, this type of a customer was confirmed realistic and was set as a target group for this thesis and the results and solutions are focusing in this customer image. Based on these facts, the author was able to start determining potential influencers, content and influencer marketing plan as a whole for the case company.

4 INFLUENCER MARKETING PLAN FOR TOMMY HILFIGER IDEAPARK

In this chapter, after all the data and information from 8-SWOT analysis and social media platforms was carefully analysed, the author has determined all necessary factors which has to be taken into account when planning a marketing plan and were crucial for this influencer marketing plan. The marketing plan consists of different factors which had to be taken into account separately but also as a whole picture, so that the factors would not argue with another. This way it is possible to create a solid marketing plan.

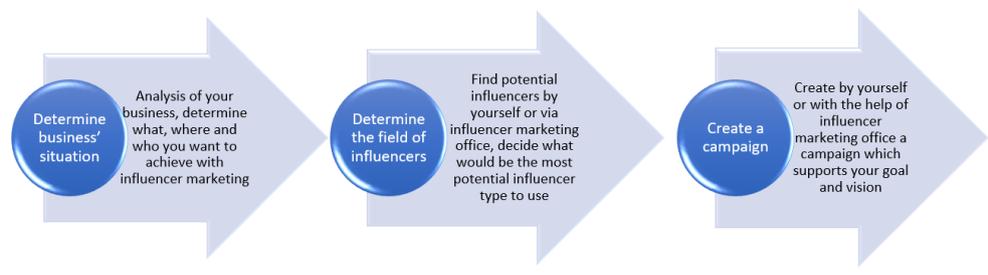


Figure 10. Steps of creating an influencer marketing plan

4.1 Relevant social media channels to use

When planning influencer marketing plan, it is important to be aware which social media channels to use to get efficient results. Based on company's current marketing ways and research concerning different social media platforms, it was discussed together with the case company that the most potential social media platform and app to use would be Instagram. Facebook and blogs were considered, but were decided to leave for the future. At this point, it was more realistic to start the influencer marketing trial journey with the easiest platform.

Decision was made in common understanding with the CEO of business. Case company does not have Twitter, Twitch, YouTube, Snapchat or Pinterest channels so these social media channels were not seen important and were left aside.

When a company decides to enter social media and use influencer marketing as a marketing tool, it is necessary to have a clear plan of the goals what the company wants to achieve and through which social media channel. In this case, Tommy Hilfiger Ideapark wanted to achieve new consumers and get them to visit their store

In exchange, the case company expects from the influencer to advertise them most likely in blog and Instagram. Any other social media platform as a marketing channel was seen as a positive surplus.

For the case company it was also important to be able to easily use and advertise influencer's content, for example use influencer's blog website address, screenshots from influencer's blog or repost Instagram content in case company's own Instagram feed. These selected social media channels offered that opportunity in the easiest, cost-efficient and fastest way.

4.2 Target group

It was crucial to analyse the statistics from Facebook and Instagram. These actions allowed to start determining the picture of an average person, who would be potential to get affected by upcoming influencer marketing. Based on the data collected from case company's official Instagram and Facebook analytics, it was possible to figure out the profile of case company's average customer who actively follows them in social media platforms too, and what kind of influencer would be potential, efficient and reasonable for this kind of assumed customers and to Tommy Hilfiger Ideapark.

After analysing the social media data, it can be said that an average social media follower of Tommy Hilfiger Ideapark is female, aged between 35-44, living in Finland, most likely in Tampere or at least in Pirkanmaa area. She is interested in lifestyle and fashion and uses Instagram to search inspiration and beautiful, visual content and posts every now and then on her feed. She uses Facebook to stay in touch with her friends and among Facebook friends' personal updates, she expects to get more "professional" and commercial kind of content in there, for example in this case she expects that discounts and new arrivals would be mentioned in company's Facebook page. She sees Tommy Hilfiger Ideapark's Facebook page as a business card, because of the company does not own a website.

Based on this information and target customer image, the author was able to start determining potential influencers to the case company.

4.3 Budget

At the beginning of thesis process the case company did not determine a certain budget for influencer marketing. However, the goal was to have small costs but efficient results. As always in marketing, it is a confrontational situation and without effort, high results cannot be expected. (Häkkinen, 2019.)

In the interviews, realistic marketing costs of the concept store were brought up. Company's marketing costs will not be mentioned in this thesis because of privacy policies and threat of competition. After determining current marketing costs and tools, the author was able to determine a realistic budget for influencer marketing and the budget roof was set up to €2,000.

The budget is realistic when the size of the business and capacity of store, employees and storage are taken into account. With this budget, it was discussed together with Indieplace's account manager Aku Kirvasti, that there are few options which could be executed. These examples were considered as the best solutions for the case company. However, the

purpose was to mention the basic elements of how the money can be spend, the company still has a lot of impact to effect on the end result.

First option would be to use only one celebrity influencer in the campaign. The value of celebrity influencers prices varies, but in Finland with €2,000 budget you are usually able to afford one celebrity influencer.

Other option would be to cooperate with few micro influencers. With the same budget as mentioned above, it would be possible to have more influencers. The reverse side is that influencers have smaller audiences but altogether they can achieve the same amount of audience as one celebrity influencer.

Below can be found a chart, where a few different options are listed, still focusing to stay in the budget. Amounts and costs are based on the facts gained from Indieplace's website, information gained from negotiations with Aku Karasti and Anne Häkkinen and are following Finland's usual value and follower amount level.

Possible options designed for €2000 budget

Size of influencer	Expected costs / influencer (€)	Approximate amount of influencers which the budget lets to use	Expected amount of audience per influencer	Expected audience all together
Nano	0-400	5-15	~ 1000	~ 2000 – 20 000
Micro	500-1500	1-4	~ 3500	~ 4000 – 20 000
Celebrity	1000 ->	1-2	~ 20 000	~ 20 000 – 50 000

Figure 11. Possible options designed for €2000 budget.

As from the chart we can note, it is not insignificant which influencers a company decides to use. If a company has a certain budget, with same price you can get many different options. With same money a company can have, for example, one celebrity influencer, few micro influencers or a handful or more of nano influencers. And the logic also applies to the amount of audience, with one celebrity influencer a company can achieve more audience than with handful of nano influencers, or vice versa. The results might vary a lot and for that reason, it has to be considered carefully which influencers to use.

With the same budget, the company can also use several macro influencers. With macro influencers the campaign might not get as big audience as when using micro or celebrity influencers, but as mentioned earlier, macro influencer's audience tend to be more niche and committed, as the following figure below shows.

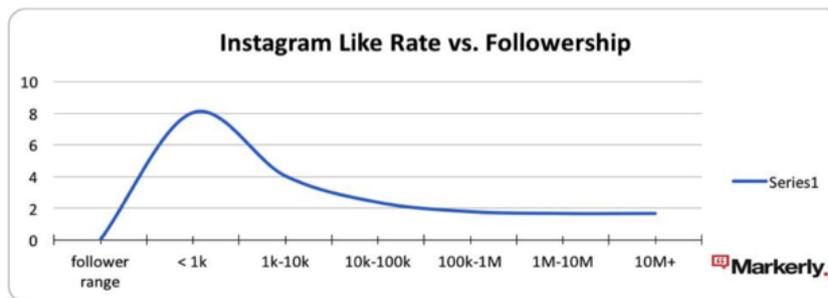


Figure 12. Instagram Like Rate vs. Followership. (Markerly, n.d.)

4.4 Determining potential influencers

A good influencer is cooperative and agrees to follow principal's wishes and expectations. His or her ideology matches with the client and influencer's audience should meet principal's target group as well as possible to guarantee that the marketing focuses on right individuals. When the principal and influencer share a same ideology, misunderstandings can be avoided and risk of failures during campaigns are minimised.

There were also few more important factors which were crucial to take into account when deciding potential influencers for the company. In this case, it was important that the influencer is strongly focused on lifestyle and/or fashion, this way it can be more likely guaranteed that his or her audience is interested of our case company.

There are few options how a company can find a right influencer. A company can contact an influencer marketing agency, such as Indieplace and outsource finding the correct influencers.

In other hand, a company can also be active by itself and contact potential influencers by themselves. Suggested ways to contact influencers can be for example direct messaging via E-mail, Instagram or Facebook, depending on influencers size and channels they are using the most. This would be cost-free way to contact influencers but requires effort and time from the principal itself.

Because the store locates in Lempäälä in Pirkanmaa region, the company found it important that the influencer would be local or at least mostly functioning in Pirkanmaa area. It would not be beneficial for the company if the influencer would affect for example in Helsinki area, because the flagship store of Tommy Hilfiger locates there in a shopping center Kamppi, and this kind of situation would benefit more the flagship store, not the case company. It was also taken into consideration in the negotiations that

a local influencer can lead the audience specifically towards Tommy Hilfiger Ideapark, not Tommy Hilfiger as a whole brand. This was also seen as a threat, as if the advertising is not properly and clearly done, it would not be clear to the audience that precisely Ideapark's store was behind the advertisements.

The author wanted to offer as versatile range as possible of potential influencers. Because of the circumstances the company had and current changes in their business structure, it was not possible to contact influencers yet.

As mentioned in the theoretical part of influencer marketing, contacting influencers directly via e-mail or direct messaging in Instagram is a popular way of contacting, and this was resulted to be the way the company will function in case they want to start executing author's influencer plan.

All influencers are from Finland and mainly focusing and operating in Pirkanmaa region. Nano influencers were not taken into account at this point, because their status and follower amounts were changing rapidly, and their influencer imago has not yet reached their final form.

* Situation in August, 2019	A	B	C	D	E	F
Region	Lempäälä, Pirkanmaa	Tampere, Pirkanmaa	Tampere, Pirkanmaa	Kotka	Tampere	Seinäjoki,
Channels	Instagram, blog	Instagram, blog	Blog, Instagram	Blog, Instagram	Blog, Instagram	Blog, Instagram
Followers*	24,700	5,377	12,300	10,400	3,530	12,100
Size of influence	Celebrity	Mikro	Celebrity	Celebrity	mikro	Celebrity
Benefits*	<ul style="list-style-type: none"> - Popular nationally and locally - Audience matches to target group - Active with collaborations - Active on Instagram - Previous experience of collaborating with Ideapark 	<ul style="list-style-type: none"> - Versatile content - Audience mostly meets wanted target group - Local influencer - Influencer herself matches with case company's target group 	<ul style="list-style-type: none"> - Local influencer - Active user of Instagram - Active with collaborations 	<ul style="list-style-type: none"> - Previous background with collaborations, big and smaller companies 	<ul style="list-style-type: none"> - Local influencer - Interesting content - Target group matches pretty well - Committed audience 	<ul style="list-style-type: none"> - Potential user of case company's products - Has done less collaboration with clothing companies, opportunity to attract (?)
Disadvantages*	<ul style="list-style-type: none"> - Expected costs - Case company cannot offer big deals - Most likely very busy with collaborations - Content does not focus as much on fashion as before 	<ul style="list-style-type: none"> - Does not focus on fashion content that strongly 	<ul style="list-style-type: none"> - Expected costs - Previous collaborations focus more on family and wellbeing 	<ul style="list-style-type: none"> - Does not operate in target area 	<ul style="list-style-type: none"> - Seems to be more active in her blog than in Instagram 	<ul style="list-style-type: none"> - Does not operate in target area - A bit younger audience than case company's target group

Figure 13. List of potential influencers.

In the chart above, few potential influencers were taken into a closer examination. Information of influencers was collected via their social media. Benefits and disadvantages were analysed by author's point of view. The information, numbers, data and analyses related to influencers mentioned in chart are based on the current situation in August, 2019. These influencers were chosen as they were seen as a potential customer and ambassador of the store, support brand's and company's vision and whose interests and ideology were seen to meet company's own.

4.5 Influencer marketing content

It was decided that influencer marketing will focus mainly on Instagram. It was seen as an efficient marketing tool and reaching the most wanted audience. In case the company later wants to invest financially more, blog posts were seen as the next step. Therefore, a plan which could be executed via both channels with little modification and changes was executed.

Depending on what kind of campaign the case company would want to execute in the future, the content also varies. There are also few certain things which would apply in each case, no matter what kind of content the influencer would produce.

The author would recommend focusing on rational and emotional content, in best case these two forms of marketing would be connected. Rational content focuses mostly on facts, such as price, quality and features. (Karjaluo, 2010, p. 42)

In this case it would mean that a rational content would tell for example coat's material, price and usability.

Emotional content appeal on consumer's emotions by creating a feeling of a product to a consumer and what kind of emotions it evokes. (Karjaluo, 2010, p. 42)

With regard to a coat example mentioned above, emotional content would tell more how does the coat feel when you use it and what kind of emotions it gives, such as happiness or warmth. This kind of content can create an image to a consumer, that the coat is connected to happiness and this way increases interest.

The case company uses actively hashtags in their Instagram posts. However, they should consider more precisely which ones to use. When investigating their hashtags, some of them have less than 10 usages in the whole Instagram or might only be used by the case company itself. Efficient hashtags should be used in their own posts to keep professional touch in their content, but also in the content the influencers produce.

For the campaign, hashtags should be easy and accurate. Authors recommendations would be to use only #tommyhilfigerideapark, which is the most used hashtag in Tommy Hilfiger Ideapark's feed and which gets tagged the most by customers and consumers too.

Also, an important factor to remember in collaborations is that the paid advertisement must be mentioned in the content. In 2019, Instagram developed a feature to Instagram feed posts where influencers have opportunity to mention cooperating company right above the content related to the cooperation. From the point of view of a consumer, this addition increases the transparency of paid sponsorships and advertising. (Indieplace, 2019)

The feature increasingly became more common in advertising content, but a traditional way to tag cooperating company in the photo or video and in the text related to the visual content can be seen used a lot more.

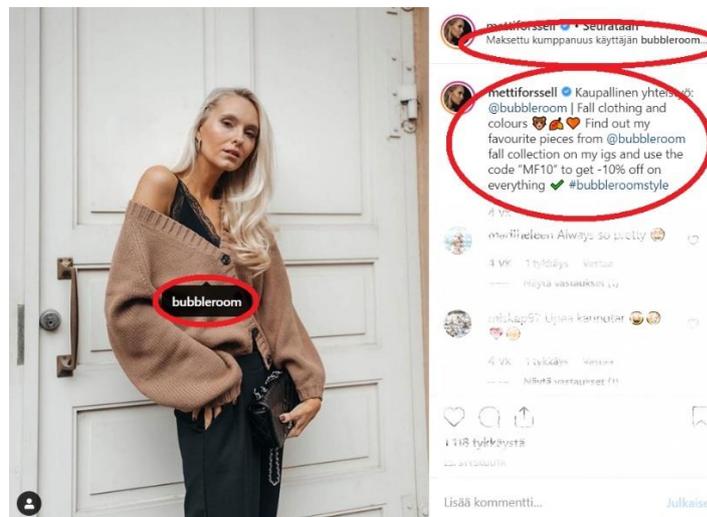


Figure 14. Metti Forssell discount example. (Instagram, 2019)

Figure above shows another way of content production which was considered as functional option. Here also, paid partnership has been mentioned immediately in the beginning and the client will be notably tagged in content.

An influencer could post either in his or her Instagram Stories or feed pictures of his or her favourite products which can be found from principal's selection. This way the audience could see a bit of variety of store's selection without effort of going there yet, this would also increase audience's interest towards client. In the content influencer produces, discount code to the store would be mentioned clearly.

With this kind of marketing content, a customer could easily show the content to the cashier and get the discount.



Figure 15. Metti Forssell lottery example (Instagram, 2019)

As earlier mentioned, lotteries and gift cards have been noticed to be a practical price to attract new consumers. If the campaign would focus on lotteries only, this would be operative way to execute the campaign. An influencer could simply mention about the giveaway and tell instruction how to participate in the lottery. Instructions should be decided together with the case company and influencers, to avoid misunderstandings. Because the influencer produces the content, he or she has the privilege to raffle the giveaway. In this collaboration, tagging other people is a requirement to participate the lottery. By tagging other people, the post quickly gains more visibility.

As an addition, the author would recommend that the client would be tagged in the post and hashtag #tommyhilfigerideapark would be mentioned too.

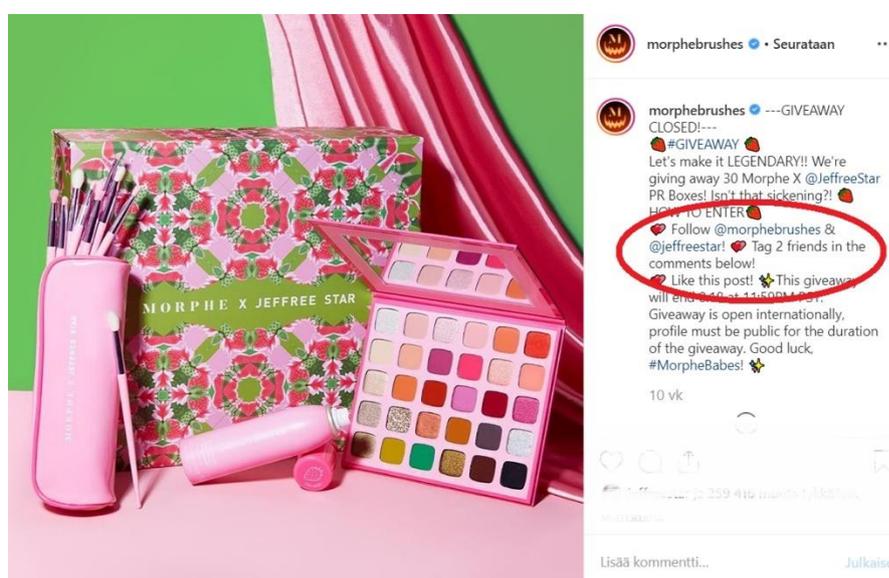


Figure 16. Morphe Brushes x Jeffree Star collaboration (Instagram, 2019)

In the figure below, is an efficient way to gain followers to both parties. As a requirement to participate the lottery, an influencer can demand following the accounts. As in earlier example, in this case tagging other people in the picture is also a requirement and an easy way to gain more visibility to the post but as an addition, it might increase parties' follower amounts also. This might be quite uncertain way and cannot guarantee that each participant follows the account, a risk that a participant unfollows the account after the campaign is also notable, but it is worth of trying.

4.6 Customer engagement

Customer engagement has many different definitions. Overall it is about creating and developing ongoing relationship between customer and the

brand and creating trust between the parties to get the customer return towards the company, brand, product or service (Swinscoe A, 2016.)

Case company wanted to see permanent impacts as a result of influencer marketing so customer engagement was important to take into account. The purpose was not to attract consumers only once, but keep them and make them loyal customers. (Ahola, interview 23 January 2019)

The goal with customer engagement is that an individual from target group would move on step by step from identifying the brand towards visualization and preferences all the way to trying the product and company, and finally to loyalty and recommending the brand to others. (Takala, 2007, p. 21)

It was important to keep the relationship ongoing even after the influencer marketing campaigns would end. Solution for this was getting new customers sign up into Tommy Hilfiger Concept Store's own loyal customer register. By requiring customers to sign up to loyal customer register, the company could easily stay in touch with the customers via their e-mail marketing. This would be beneficial after the influencer marketing campaign would be over.

Because of the franchising background, case company has its own loyal customer register and international Tommy Hilfiger membership cards do not apply in case company's store. In some cases, it might be a disadvantage for case company but in the other hand, case company's membership does not involve membership cards and gives the customer money worth discounts in the future from normal prices. To many customers, the most important feature seems to be that it does not require the customer to have a membership card. (Mensonen, interview 14 February 2019)

Tommy Hilfiger Concept Store Ideapark Membership form	
FIRST NAME	LAST NAME
ADDRESS	CITY
POSTAL CODE	E-MAIL

Figure 17. Draft of Tommy Hilfiger Ideapark's loyal customer registration form.

Requiring customers to join the loyal customer register in exchange for a discount percentage has been used in campaigns before and noted to be well-serving way to attract new customers. (Mensonen, interview 14 February 2019)

As above can be seen, the form is fast, easy and effortless not only for the customers but also for the employees of case company. It does not require much time from the customer and this way is attracting to fill up. The company this way gets necessary information of a new customer to stay in touch and get their advertisement through and has the opportunity to create a relationship.

As a recommendation, the author would advice the case company send an attractive newsletter to their loyal customer right after the influencer marketing campaign has come to an end. At this point, the probability to achieve customers via e-mail is notable when customers are open-minded to receive newsletters from Tommy Hilfiger Ideapark.

4.7 Potential campaign options to execute

Tommy Hilfiger Ideapark expects influencers to produce influencer marketing content mostly in Instagram. The content could be either a separate post in influencer's Instagram feed or a post in Instagram stories. From the content the influencer produces, the case company expects him or her to show case company's products, telling experiences or facts of the store and recommending them and their products.

As earlier mentioned, lotteries, gift cards, giveaways and discount codes are still good and operative ways and these were seen as an functional asset. According to campaign reports, including a lottery in to a campaign publishing's, can increase audience's commitment by 20-70%, depending of course of the award. (Häkkinen, 2019)

Using paid brand ambassadors was also seen as a potential option. Brand ambassadors have made a contract with the company and gets salary from advertising the company. (Indieplace, 2017)

Brand ambassadors are efficient to increase brand's conspicuousness, create positive brand image and spread brand awareness to bigger audiences. Usually brand ambassador contracts are made to be long-term contracts, whereas normal campaign deals between companies and influencers ends typically when the campaign has been executed (Indieplace, 2017)

After discussions with Indieplace's account managers Häkkinen and Karasti and the head of case company, the author was able to decide together with the case company that lotteries, gift cards and discount codes were seen as an asset in influencer marketing because they were seen as most beneficial asset in current situation.

Brand ambassadors would also be potential marketing way in the future when the field of influencer marketing would be more familiar to the

company. When considering weaknesses and risks from 8-SWOT shown earlier in this study, brand ambassadors would be too risky, expensive and committing for the case company to start with in the field of influencer marketing.

Lotteries and discount codes are very efficient. They interest people and commit them, because they offer a consumer an opportunity to get something concrete benefit to him/herself. These concepts still interest followers, or in other words, consumers. Under no circumstances, these are not meant to be spread all over, but in right context and usage, these are a well-functioning concept. (Karasti, 2019)

4.8 Ways to measure the effect

The impact of influencer marketing has to be measurable; it is one of the most important things when planning the marketing plan. (Indieplace, 2018)

There are many different ways to measure the effects, but it is absolutely important to determine what is the goal of your influencer marketing, because it will form the basis of the rest of your campaign. (Linqia, 2017) In this case, measurability has to be able to see and counted from social media statistics but also be countable manually in the actual store, where the responsibility goes to the sellers.

According to Linqia's figure which can be seen below, 90% of marketers see engagement as the best way of measurement. Click, impressions, conversions and reach are also important measure factors. (Linqia, 2017) For the case company, engagement was seen as the best measurement factor.



Figure 18. How do you measure the success of your influencer marketing programs? (Linqia, 2017)

As mentioned earlier, because the sales happen only in the store, the engagement must be easy and fast to notice in the store. If the case company decides to use discount codes in their influencer marketing, the actual impact cannot be measured via Instagram statistics but only at the store. Thereby, it requires effort from the sellers operating at the cashier to be active counting the amount of impact.

There are few options to solve this problem but together with the staff of case company, it was discussed and decided that it would be easiest way that at the cash register a customer shows the content where the discount code is given from an electrical device.

This way it is fast and easy for the sellers to collect the amount of reached and engaged customers. To strengthen the customer engagement, the discount code would be valid for new, joining loyal customers but also for their current loyal customers. This kind of campaigns have been executed previously, with notable results.

Hypothetically, if the influencer campaign would last for example three weeks, content which is published in influencer's Instagram feed, can be found and shown easily but if the content is produced in Instagram stories, it must be screenshotted because the content will vanish after 24 hours, this must also been mentioned in the story so that a consumer is aware of how he/she is able to use the code in the store after the Instagram story is vanished.

- 1) show the discount code -> join the loyal customer register -> get discount immediately and continuously in the future
- 2) show the discount code -> say your name to prove membership -> get discount immediately and continuously in the future

The store follows actively their daily sales but also their customer and visitor amounts, so the possible impacts of influencer marketing plan can be seen and measured in their daily activities.

4.9 Upcoming new business space: how to utilize influencer marketing?

During the thesis process, case company brought up a possible, upcoming change in their business space. Principal wanted to have a ready plan concerning new business space and how it would be possible to utilize influencer marketing in it. The author with the help gained from Indieplace, prepared a plan for new store space launch and which can be utilized immediately when the moving will be current.

New business space offers an unique opportunity to use influencer marketing efficiently and pretentiously. As this opportunity was brought up, together with Indieplace's account managers it was noted and stated a good advantage to create new contacts and reach new audience.

One possible option to use this opportunity would be to organize “grand opening”.

“I highly recommend to invite influencers to stores grand opening! For smaller influencers these are interesting and very important events to make new contacts!” (Häkkinen, 2019)

The author together with the former account manager of Indieplace, Anne Häkkinen, recommends to invite multiple different influencers. At this point, it is crucial to focus mostly on those influencers whose audience matches as well as possible company’s own target group. The shopping center Ideapark has used local celebrities and influencers in their events many times and it has shown notable results in the volume of audience they can persuade. (Laisi, interview 12 January 2019)

To utilize influencer marketing in new store launch, inviting potential influencers to opening would be great opportunity to gain more visibility and contacts. Especially for small influencers, this kind of events are interesting and very important events to network, but bigger influencers might not be as interested of this kind of events as smaller influencers are. (Häkkinen, 2019)

Although, according to Indieplace’s account manager Aku Karasti, in a certain way it is more special situation to advertise something new, in this case brand new business space than already existing store, which might be an asset to attract bigger influencers too. In other words, it sounds much more interesting to launch and visit brand new store than a store which has nothing new and which an individual might already seen and experienced.

“If the store is moving to a new business space, they should definitely use this as an advantage. Novelty wakens up interest!” (Karasti, 2019)

Grand opening of a new business space is a fascinating event for the company itself but also for influencers and customers. Contacting influencers in time is important but so is also to offer them something which makes it worth of coming.

During the interview with Jenni Ahola, CEO of Tommy Hilfiger Ideapark, it came up that organizing events is familiar to her and her team. For that reason, the author did only focus on factors related to influencer marketing and left the responsibility to the company to organise the grand opening themselves.

Offering influencers a giveaway bag of brand’s products is a good way to familiarize them to the brand. To boost the interest towards the grand opening, the author would recommend the company to give invited influencers an opportunity to do personal purchases with a notable discount. It would possibly increase even more influencers interest to participate and creates in a simple way to do possible sales during the grand opening without focusing in it too much.

Last but definitely not the least, it is also important not only to attract influencers but their audience too. As a grand opening offer, the case company could give each influencers a giveaway bag of Tommy Hilfiger products or a gift card which they could draw among their audience. As a bonus, the author would recommend the principal to give each influencer a discount code which they could spread to their audience via their social media channels.

5 RECOMMENDATIONS

Tommy Hilfiger Concept Store has all the opportunities to success with influencer marketing. The brand is currently riding with the wave of fame, company has stable situation financially and new store offers great opportunity to boost their visibility in social media but also in Ideapark shopping centre.

It is up to the head of business what they feel would fit the company most but there are few options: start with nano/micro influencers, lower risks and smaller impacts or invest directly into bigger, celebrity influencers with higher costs and in exchange gain bigger impacts.

The author recommends the principal to start with small steps, try the new marketing area but also to keep expectations realistic. With small budget, you might not get results. (Häkkinen, Indieplace, 2019.)

Because the costs were wanted to stay rather low, nano – and micro influencers would be better choice in this scenario. With lower budget the risks are smaller but so is the impacts. On the other hand, with lower costs it might be possible to cooperate with multiple smaller influencers and that way achieve bigger audience.

The author would recommend the case company to follow the following chart and its steps when executing the influencer marketing plan.

New store is an incredible opportunity to differentiate from competitors! The author, together with Aku Kirvasti, the account manager of Indieplace definitely recommend to use this opportunity to gain great advantages from it. The plan made for store opening has low risks, low costs and the expected results would benefit case company's visibility notably. Roughly said, if the plan is executed as it was planned, it would bring the company almost free visibility.

In the future, when the company wants to utilize influencer marketing, an important factor to keep in mind is to be up to date! When the plan is executed in the future, the author will recommend the company to independently define their current situation with 8-SWOT analysis again so that the factors would be updated assuredly.

It must be taken into account that the field of influencers is changing all the time. The same influencers which operate currently, might not be active a year or five later. Each time a company wants to execute influencer marketing campaign, each influencer must be researched properly.

Furthermore, like the field of influencers, also the prices of co-operations will change. Nano influencer who has just entered influencer world might be now more affordable to cooperate with, but in a couple of years, the same person might be selective, precise celebrity influencer.

Moreover, when the company wants to start utilizing influencer marketing, cost-efficiency analyse would be also wise analyse to do to determine current and accurate costs of campaigns.

With cost-efficiency analyse the company would get even more precise results of possible costs and expected results and impacts.

Because this study mostly focused on influencer marketing produced in Instagram, principal must observe that prices and influencers might vary a lot if the social media channel is changed into another. Some influencers use multiple channels but others might focus only in one or two. The author leaves the responsibility to principal to determine future's possible social media channels they want to use.

Feedback from consumers and influencers would be also important to gain after the influencer marketing campaign has been executed, this way it would be easier for the company to find out how did a certain kind of campaign succeed among their customers, what went well and what should be developed. Feedback from influencers too is necessary for the company to find out how the co-operation has succeeded.

After campaigns, it is also crucial to analyse their own business statistics from the campaign period to determine, what kind of influence the campaign had in the end.

6 CONCLUSION

The purpose of this thesis was to give the case company an influencer marketing plan, which they can execute immediately, next year or even couple years from now. The author wanted to focus on marketing perspective and brought up theories, analyses and marketing plan ideas which would serve the case company most.

In this study, company's overall situation was determined precisely and realistically. The influencer marketing plan was executed together with persons who have the most knowledge of the case company but also with professional influencer marketing office, which gave realistic and truthful

information and aspects for this study. Social media statistics were researched and analysed precisely and from the data gained from the analyses the influencer marketing plan was able to be planned.

Tommy Hilfiger Concept Store has done successful work with their marketing and advertisements, but it is now time to step up, raise the bets and try new ways. Using influencers visibly in their marketing strategy and in their advertisements would give the company great disparity compared to their competitors.

The company knows what kind of marketing serves them well, but there is always room for reforming. Without trying, you cannot know.

The timing to try influencer marketing would be optimal for the case company. Company's financial situation is currently stable so it would be safe to try new marketing way, when the expected results are discovered to be most likely profitable, efficient and have rather low risks.

Case company has functioned well, found its own strengths and weaknesses but staying in the comfort zone does not bring you anything new. Stepping out of the safe zone might sound scary and risky, but only with trying something new, you can achieve a whole new dimension, nevertheless if it is customer base, sales or visibility in social media, none of these achievements would not be disadvantage.

With this study, the author's goal was to give the needed courage for the case company to try something new, now when the time is the best possible.

The influencer marketing plan came out as it was wished and offered the case company necessary and important information. The plan was made to be usable in current situation but also in upcoming years.

The author did not focus on the process of contacting or making contracts with influencers or influencer marketing agencies, but recommends the principal to deepen into those in the future when influencer marketing will be taken in action.

Also, if the principal decides to use Instagram's brand content ads, the author recommends to deepen into this aspect precisely. As well, grand opening organization was left to be principal's responsibility, as it would include more third parties and factors not related to this study.

Tommy Hilfiger Concept Store has now an influencer marketing plan, which by the words of the author, can be compared to a colouring book: The lines are drawn to guarantee a clear picture and vision how the plan can be executed most efficiently. The best possible tools are determined to guarantee high quality results. Only the picture itself is unfinished, but in this case, the company has the privilege to colour the picture as they want.

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Figure 1. Ahmad, I. (2019) The 15 Most Popular Social Networks. Retrieved 19 May 2019 from <https://www.digitalinformationworld.com/2019/01/most-popular-global-social-networks-apps-infographic.html>

Figure 2. Tommy Hilfiger. (2019). Instagram feed. Retrieved 14 July 2019 from <https://www.instagram.com/tommyhilfiger/>

Figure 3. Tommy Hilfiger Ideapark (2019). Instagram feed. Retrieved 14 July 2019 from https://www.instagram.com/tommy_hilfiger_ideapark/

Figure 4. 8-SWOT analysis of Tommy Hilfiger Concept Store Ideapark

Figure 5. Gender distribution in Facebook

Figure 6. Area distribution in Facebook

Figure 7. Gender distribution in Instagram

Figure 8. Follower area distribution in Instagram

Figure 9. Left: Age distribution in Instagram. Right: age distribution among women in Instagram

Figure 10. Steps of creating an influencer marketing plan

Figure 11. Possible options designed for €2000 budget

Figure 12. Markerly. (n.d.). Instagram Like Rate vs. Followership. Retrieved 25 June 2019 from <http://markerly.com/blog/instagram-marketing-does-influencer-size-matter/>

Figure 13. List of potential influencers

Figure 14. Forsell, M. (2019) Instagram post. Retrieved 19 October 2019 from <https://www.instagram.com/p/B21BaUKnksB/>

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